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PATENT APPLICATION

UNITED STATES DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE  
PATENT EXAMINATION BRANCH

In Re the Application of: I. BENTOLILA et al.	)	
Serial No.: 10/043,714	)	Examiner: Nguyen Ba, Hoang Vu A.
Filed: January 9, 2002	)	Group Art Unit: 2421
	)	Confirmation No.: 6438
For: SYSTEM, METHOD, AND SOFTWARE	)	
APPLICATION FOR TARGETED	)	<b>Response to Office Action</b>
ADVERTISING VIA BEHAVIORAL MODEL	)	<b>dated October 8, 2008</b>
CLUSTERING, AND PREFERENCE	)	
PROGRAMMING BASED ON BEHAVIORAL	)	
<u>MODEL CLUSTER</u>	)	

**RESPONSE TO OFFICE ACTION DATED OCTOBER 8, 2008 AND PETITION**  
**FOR ONE MONTH EXTENSION OF TIME**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

Dear Sir:

Applicant hereby replies to the Office Action October 8, 2008, in the above-referenced patent application. Attached hereto are the following additional documents, if any: (none). Reexamination and allowance of all claims is respectfully requested in view of the following amendments and remarks. No new matter has been added.

Applicant hereby petitions for a one month extension of time from January 8, 2008 to February 9, 2009 (being that February 8, 2009 is a Sunday), to respond to the Office Action. An extension fee in the amount of \$120.00 is being paid via credit card. If necessary, the Commissioner is hereby authorized in this reply, to charge payment or credit any overpayment to Deposit Account No. 01-1960 for any

additional fees required under 37 C.F.R. §§1.16 or 1.17, particularly, extension of time fees.

**Amendments to the Claims** begin on page 3 of this paper.

**Remarks** begin on page 10 of this paper.